



CWNA Board Meeting
November 13, 2017, 6:00pm to 8:00pm
Broken Top Club – Board Room

Attendees:

Board Members [Ward #]	
TBD [#1]	
Chad Sage – Chair [#2]	X
Tracy Pfiffner [#3]	
Glen & Cynthia Grochowski [#4]	X
Alexis Scharff – Treasurer [#5]	X
Steve Gatto [Ward #6]	
Nathan Moses [#7]	
Perry Brooks [#8]	
TBD [#9]	
Susan Collins – Secretary [#10]	X
Lisa Mushel – Assistant Chair [#11]	X

Committee Heads/Coordinators/Guests	
Chad Sage & Glen Grochowski – Land Use	
Tina Burnside – Noxious Weeds	
Ron Webber – Broken Top	
TBD – Reserve at Broken Top	
Shane Austin – Membership DB	
Ani Kasch – Environmental Center, Energy Challenge	X
Joe Richie – Outgoing Board Member	X

Agenda Items:

Topic	Information
1. Approve 10/25/17 Annual Membership meeting minutes	Meeting minutes were approved.
2. Election of CWNA Officers	<p>Per CWNA Bylaws, officers are to be elected at the first Board meeting following the CWNA Member Annual Meeting. Nominations were opened for 2017 Officers.</p> <p>Chair Sage put forth the following Board member nominations:</p> <p>Chair Chad Sage Assistant Chair Lisa Mushel Treasurer Alexis Scharff Secretary Susan Collins</p> <p>There were no additional nominations from CWNA member guests or board. There was a motion and a second to approve the proposed nominations. All nominees were unanimously approved.</p>
3. Board Member Resignation	Sage announced Jeanne Barry submitted her resignation to the CWNA Board, effective immediately. Jeanne’s Ward 9 – At Large position is now vacant.
4. New Business	<u>Century West Neighborhood Association – A Perspective</u> : Richie requested the attached document be added to the agenda and meeting minutes (see below). This document provides reflections for future enhanced impact and

performance of the CWNA organization. The “Perspective” was not discussed at this meeting, and it will be placed on the next agenda for the board members to review and discuss.

Volunteer Assignments to Committees

- a. City wide Transportation Advisory Committee (CTAC)
- b. Land Use
- c. NART
- d. Charter Review Committee

a. CTAC – likely Spring 2018 we will see a bond put forth to the voters on key roads that will need replacement. This will be an effort coordinating CTAC, Neighborhood Associations, and City Council. This will move very quickly.

b. Land Use – joint coordination between Grochowski and Sage. Discussion as to how to ensure continuation of the excellent work Bob Brell conducted for many years. This will be an evolution, including search for a new board member who may have experience and interest in land use issues.

c. NART – Sage reviewed the recent interface of NART leaders with City of Bend Leadership (Mayor Roats) specific to issues of transportation and livability. Key to the evolution of NART will be the nature of the role played with City Council.

- Over the past two months, there have been efforts spearheaded by the Awbrey Butte NA (neighborhood association) to form an ad hoc committee to work directly with City Council. Under debate is whether NART should jointly and directly communicate with the City in an official capacity or to form a new, ad hoc group to represent NART to City Council.
- There is no consensus yet on whether NART should have more authority in driving neighborhood priorities or whether the city should create a separate steering committee for broader representation.
- Richie queried whether this new ad hoc committee could diminish the role the individual NAs should have and therefore specific NA’s concerns would become diluted. The key is to ensure specific NAs would have a voice without their concerns becoming lumped into broader “city-wide issues.

e. Charter Review Committee – no discussion.

Neighborhood Liaison Assignments

Ward 1: Bachelor View Road, Sunrise Village--Open

Ward 2: Braeburn, Cascade Village, West Brook Meadows, Mountain Gate Chad Sage

Ward 3: Mt. Bachelor Village, River Wild--Tracy Pfiffner,

Ward 4: First-on-the-Hill, West Ridge, Sagewood, The Village at Southern Crossing, Mountain Laurel Lodge--Glen & Cynthia-Brown Grochowski

Ward 5: Broken Top, The Reserve at Broken Top--Alexis Scharff, Treasurer
Ward 6: The Parks--Steve Gatto, Membership
Ward 7: Commercial Zones--Nathan Moses, OSU-Cascades

Ideas for City Roll Over Funds – Due 12/1/17

- Muschel proposed a database enhancement application, as there is need to secure an improved mechanism for validating and updating addresses. Presently, CWNA site cannot prohibit an applicant from entering an address that is *not* associated with one of our 2210 tax lots. This creates an erroneous data set, and it must be verified manually.
- Sage recommended use of CWNA surveys to capture addresses and emails
- Currently – CWNA has 523 lots represented in CWNA out of 2210 lots. As a result, only ~25% of our lots are represented in CWNA. Key for CWNA will be to increase visibility, relevancy and relationship with current non-members. Mushel will build cost mailer(s) into our budget that will help access those members of our tax lot community that aren't inherently tech-driven in they manner by which they access information.
- Additional suggestions: CWNA sign-toppers for neighborhood street signs within our boundaries; present directly at Home Owner Association meetings
- Glen also asked that we work with Shane to ensure our database is secure and that membership information is protected. Review need for establishment of specific protocol and level of database access.

Environmental Center, Energy Challenge – Ani Kasch, LED Project Assistant. Ani explained that the Environmental Center is a community non-profit that serves as an “environmental hub” for our community. It’s a place for people to learn, share and act on environmental issues. Specific to this meeting, Ani reviewed the Energy Challenge (EC):

- FREE to all homes in Bend: EC will install up to 16 LED bulbs in a home. The goal is identify the most used lights in the home, replace them with free LEDs, and then reduce energy consumption and costs. (Potential to save \$100/year in utility bills and bulbs will last ~20 years)
- CWNA will post this on our website and social media to alert our membership of this valuable community challenge.
- <https://www.theenergychallenge.org/take-action/freebulbs/>

5. Committee Reports

Membership (Steve) – no update
Online-Communications (Tracy) – OSU Cascade post discussion relative to the retraction/replacement of campus image on Twitter/Facebook
Transportation/Traffic (Perry) – no update
Westside (TBD) – no update
Land Use (Chad/Glen) – as above
BMPRD (Glen/Cynthia) – no update

	<p><u>Neighborhood Association Round Table (Chad)</u> – per above <u>Finance (Alexis)</u> – \$1973.83 remaining, project \$82 for insurance, which will allow for \$1891 for projects to take place by end of June</p>
6. Old/Current Business	<p><u>Membership:</u> Mushel reported that she has completed her review of the membership.</p> <ul style="list-style-type: none"> ○ 535 tax lots are represented; 693 database members (vs. Bob’s 706) ○ 27 corporate members (vs. Bob’s 32) – appropriate due to attrition <ul style="list-style-type: none"> ○ 535 tax lots + 27 corp. members = 562 total members ○ Only 32 addresses exist that are no longer members, significantly better than anticipated ○ 125-150 names didn’t transfer, likely due to character issues in the names of registrants (&, @, etc). <p><u>Post-Mortem for General Meeting</u> Discussion on light turnout – many of the same members represented and desire to bring additional voices to the meeting in the coming year. Livability Topic, while relevant, may experience fatigue as a broad issue and should choose more specific, hot topic in 2018. Scharff suggested holding meeting in late-Sept to ensure we capture those community members who leave town for the winter months, typically starting early Oct.</p>
7. Next Board Meeting	TBD – likely in Jan-Feb, to be decided by Chad Sage

Action Items:

Responsible Person	Action Item	Due Date	Complete?
Lisa Mushel	Verification/Update of Home Owner Association information	Feb ‘18	
Chad Sage	Finalize next meeting date	Dec ‘17	
Lisa Mushel/Tracy Piffner	Energy Challenge – post link on website and alert membership via social media https://www.theenergychallenge.org/take-action/freebulbs/		
Lisa Mushel/Chad Sage	Prepare/submit City Roll Over Fund Application	Dec 1, ‘17	
BOD	Set Annual Calendar – next meeting	Feb ‘18	
BOD	Century West Neighborhood Association – A Perspective	Next Meeting	

11/13/2017

Board Meeting Minute Acronyms

- BMPRD** – Bend Metro Parks and Recreation District
- BDC** – Bend Development Code
- CAC** – Community Advisory Committee
- CEAC** – Campus Expansion Advisory Committee
- CMSCTF** – Cascade Middle School Crosswalk Task Force
- COB** – City of Bend
- CWNA** – Cascade West Neighborhood Association
- CWNA BOD** – CWNA Board of Directors
- LUBA** – Land use Board of Appeal
- NA** – Neighborhood Association(s)
- NART** – Neighborhood Associations Roundtable
- OSU-C** – Oregon State University Cascades
- PC** – Planning Commission
- TSAC** – City of Bend Traffic Safety Advisory Committee
- UGB** – Urban Growth Boundary
- WTS** – Westside Transportation Study

“Month” Land Use Development Report by Chad Sage & Glen Grochowski, CWNA Land Use Heads
None Submitted this Meeting

Century West Neighborhood Association – A Perspective

Organization Profile	Key Resources/Processes
<p>Daimler Trucks NA 10,000 customers 27,666 employees \$12.2 billion annual revenues</p>	<ul style="list-style-type: none"> • Revenues/profits • Headcount • Capital (within business unit and parent company – Daimler Benz) • Periodic assessment of processes (corporate and departmental) to “do more with less”!
<p>Broken Top Community Association (HOA) 644 homeowners 10 full-time paid staff 37 volunteer staff: - Board of Directors (7) - Finance (6) - Design Review (6) - Rules/Safety (6) - Governing Docs (3) - Neighborhood Reps (9) \$1.2 million annual revenues (homeowner quarterly fees)</p>	<ul style="list-style-type: none"> • Professionally managed HOA • Volunteer staff lead and participate in committees • 2015 75+% homeowners approved for rewritten CC&Rs, Bylaws, and Lease Resolution • (36) month effort to streamline processes • Board Meeting Structure: <ul style="list-style-type: none"> ○ Agenda out one week before meeting ○ Board packet out one week before meeting – includes all meeting materials including committee reports ○ Quarterly Board meetings (usually < 2 hours) with biweekly ExCom meetings including BTCA GM
<p>Century West NA 2,210 tax lots 16 volunteer staff: - Board members (11)</p>	<ul style="list-style-type: none"> • Expertise in Bend land use development process • Understanding of social media • Volunteer time

- committees (5) \$3K annual budget (City funded)	
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For CWNA Board Future Consideration:

1. Life Balance—full-time career, raising family, and volunteer work
2. Direction and Focus
3. Process Improvements
4. Land Use Committee Transition
5. Recruiting additional volunteers for CWNA

7/10/2017

2. CWNA – Direction & Focus

1. What are CWNA's primary services for its members? Information? Support for disputed land use application? What else?
2. City of Bend land use development is going to increase as population grows from 90K to 125K and beyond. How is CWNA going to continue to offer its present "level of service" to CWNA members, CWNA neighborhoods, and the City of Bend?
3. You cannot do everything well; so focus on critical things affecting CWNA's area of responsibility.
 1. Define the "Top 3" functions, such as land use development, and create annual action plans.
 2. Define the "Bottom 3" functions, such as noxious weed eradication, and stop spending any time or money on them.
4. Make sure staffing of the Top 3 functions adequately covers the workload.
5. Reassess the need for the various committees (land use development, website & membership database, and noxious weed eradication).
 - a. This should tie with 3. above.
 - b. Which ones should stay?
 - c. Which ones should go?
 - d. Should website and membership be separated into two committees?
6. What is the purpose of the "Board Coordinator" positions for Broken Top and Triple Knot at Tetherow? Are they really needed?
 - a. The Board already has enough Broken Top representation!
 - b. Tetherow is not within the CWNA boundaries.
7. What is the purpose of the "Commercial Zones" board position?
 - a. Do any other NARTs have such a position and how does it function?
 - b. How does it differ from the residential land use issues that CWNA handles?
8. Should some of the committees (Website, Membership, Land Use) actually have multiple members in order to share the workload?

3. CWNA – Process Improvements

1. Develop and adhere to an "annual" calendar posted on the CWNA website.
 1. Board member elections should always be in October [2016 was in November, but CWNA should get its meeting out of the election year timeframe.].
 2. Establish four "regular" Board meetings with "ad hoc" meetings as necessary. [CWNA Bylaws Article V Section 7]
 3. Show key dates from City of Bend, NART, rollover NA funds process, etc.
 4. Maintain and act upon CWNA attendance rules for Board Officers, Board Members, and Committee Heads. [CWNA Bylaws Article V Section 5 and CWNA Attendance Record]
2. Streamline Board meetings.

1. Agenda distributed one week before meeting.
2. Committee Chairpersons write one-page status reports and distribute three days before meeting.
3. Proposed meeting agenda:
 - i. Introductions of guests only.
 - ii. Approve prior Board meeting minutes.
 - iii. Committee reports (focus on questions by Board members; not reading/discussing the report already submitted.).
 - iv. Old business
 - v. New business
 - vi. Action items – status of prior action items and adding new items.
 - vii. Set next meeting date, time, and location.
3. Develop a process to post minutes of Board meetings.
 1. First issue a “draft” version approved by the CWNA Chairperson only within one week of actual meeting.
 2. Then replace with a “final” version approved by the entire CWNA Board within one week after approval at the next Board meeting.
4. Develop a process to provide CWNA information and analysis to all homeowner associations within CWNA’s boundaries.
 1. Use the CWNA website “Hot Topics” section as the format to minimize additional work.
 2. Maintain an HOA “primary” contact list with email addresses to ease the dissemination of this information. It should be HOA presidents and/or general managers, if the HOA has such a position.
5. Develop and adhere to a communications plan.
 1. Define content.
 2. Define communication channels: website, Facebook, Twitter, Bend Bulletin, US mail, etc.
 3. Define frequency.
 4. Define Board member and committee member responsibilities.
- e. Define approval process prior to posting, if deemed necessary.
6. Membership database analytics need to be updated and maintained.
 1. Individual Membership totals versus Tax Lots Membership totals and percentages of each against total Tax Lots.
 2. Determine effectiveness of targeting multi-residential units (apartments, etc.) via more accurate mailing information.
7. Benchmark CWNA against the other (12) NAs within the NART.
 1. Is CWNA’s membership percentage higher or lower?
 2. Is CWNA’s tax lot mix (residential vs. commercial) different?
 3. Is CWNA’s residential mix (single family vs. multi-family) different?
 4. Is CWNA’s website technology better or worse?
 5. Is CWNA’s membership communication (content and frequency) better or worse?
 6. Is CWNA’s level of social media communication better or worse?
 7. What are the Top 5 projects at other NAs?
 8. How do other NAs spend their budget?
8. Review CWNA Bylaws for present applicability and modify if necessary.

1. The Bylaws were written and approved in 2011; things may have changed since then!
2. Get additional input from Bob Brell and other past Board officers, members, and committee heads.
9. Determine role and level of participation of City Council member at CWNA board meetings. [This may change if Bend goes to a ward-based council election and area of responsibility system.]

4. CWNA – Land Use Committee Transition

1. Define job description as defined by the subject matter expert (SME) Bob Brell.
 - a. Define weekly, monthly, and annual functions
 2. Develop key contact lists.
 - a. City of Bend: Council and key City staff
 - b. Deschutes County
 - c. State government
 - d. Schedule a “meet & greet” meeting between contacts and new CWNA land use committee members.
 3. Should this be a true committee with multiple members in order to divide the workload?
 4. Define transition plan.
 1. How long of period will be needed?
 2. How many people will be needed?
 3. What are the “entry” level skills needed to perform the function?
 4. What are the “SME” incremental skills needed in order of importance?
 5. You cannot do everything well; so define the top functions.
 5. Define the process to find the new land use committee chair.
 - a. Will Bob Brell be willing to lead this selection process?
 6. How do we find a present or future CWNA member(s) to take on this role?
 1. Define the skill set needed.
 2. Require a 2-4 year commitment?
 7. Can other CWNA Board members “fill-in” during busy times and/or as cross training?
 - a. Need to create a checklist of critical items to note and/or ask about at various types of meetings.

5. CWNA – Recruiting Additional Volunteers

1. How does CWNA find additional volunteers to more evenly spread the work of the Board and Committees?
2. Should Communications (Web site, Twitter, Facebook), Membership, and Land Use actually be committees with multiple members?
3. Can other CWNA Board members “fill-in” for certain functions during busy times and/or as cross training?
- a. Need to create a checklist of critical items to note and/or ask about.
4. How much time commitment does CWNA really need – one, two, or more hours per month?